

Summary from El Camino Real Precise Plan
Outreach meeting on October 4, 2005

ATTACHMENT F
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Questions to consider during the Precise Plan update:

- Will the precise Plan be a document the City will use to enforce the type of uses allowed on El Camino Real? Document needs to be strong so that people are not allowed to deviate from Plan.
- What are other cities doing to improve El Camino Real
- Should City look at "Areas of Blight"
- Should the next steps be Rezoning? Specifically, can area 10 be rezoned from residential to commercial? Also 889 West El Camino is currently residential, but it should be zoned to commercial in order to assemble the property with its neighbor.

Comments/ideas for El Camino Real

- City should consider re-opening Frances and Taaffe
- Lower El Camino Real to property line to avoid "bottom-out" problems
- Diversity is a good thing for El Camino. Not all property and stores should look the same.
- Some residential on El Camino is a good thing—only in a good location with a deep lot.
- Signage is still a problem. It should be addressed as part of the precise plan.
- Precise Plan should look at how the Sign Code, landscaping requirements, design review, etc come together.
- Avoid "Big Box" look on El Camino Real. City should review/apply design guidelines.
- Mixed use projects okay on El Camino. More houses= more people for the businesses on El Camino.
- Type of businesses on El Camino should be "destination retail"
- Precise plan should allow certain uses (that meet the Precise Plan objectives) to be approved without having to go through neither Planning Commission nor City Council Approval.
- City should reduce some City requirements (i.e. art in private development, landscaping requirements, etc) to encourage redevelopment of opportunities areas.
- El Camino Real is a business boulevard and should NOT be turned into "residential row"
- Mixed use project okay—if parcel large enough to accommodate both residential and commercial.
- Allow parking on El Camino Real. On street parking is needed for retail.
 - Compromised would be limited parking (i.e. 3 hours)
 - Avoid what is currently happening—parking allowed on certain areas, but not others—BE CONSISTENT!
- No bike lanes on El Camino Real.
- Some car dealers are getting bigger (not all dealers need larger space) and will need bigger lots. City needs to look at long term plan of where Dealers could be located in the City—May need to look at other areas in the City.
- Buildings should be designed for with a mixture of both front and back parking. Need to be sensitive to residents sharing a property line with commercial uses.